SAULT COLLEGE OF APPLIED ARTS AND TECHNOLOGY

SAULT STE. MARIE, ONTARIO

COURSE OUTLINE

COURSE TITLE: Typography 3

CODE NO. : ADV 236   **SEMESTER:** 3

PROGRAM: Graphic Design

AUTHOR: Frank Salituri

DATE: June 14   **PREVIOUS OUTLINE DATED:** June 13

APPROVED: "Colin Kirkwood"   June/14

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                      DEAN   **DATE**

TOTAL CREDITS: 4

PREREQUISITE(S): ADV 136

HOURS/WEEK: 3

Typography 3   ADV 236

I.   COURSE DESCRIPTION:

This course is designed to polish the students typographic skills and sensitivities in an electronic environment. Students will solve increasingly complex typographic problem and explore typographic concepts as the course progresses.

II.   LEARNING OUTCOMES AND ELEMENTS OF THE PERFORMANCE:

Upon successful completion of this course, the student will demonstrate the ability to:

1.   **Create visual communications through the application of design theories and principles to develop effective design solutions especially as it pertains to typography**
     Potential Elements of the Performance:

     • Demonstrate an ability to balance type and imagery
     • Demonstrate an understanding of letterform proportions and spacing
     • Demonstrate an ability to organize and balance text on a page

2.   **Apply typographic skills and knowledge to create visual communications**
     Potential Elements of the Performance:

     • Demonstrate an ability to manipulate and modify type in a digital environment
     • Demonstrate a sensitivity for text composition in 2D and 3D applications

3.   **Communicate effectively, credibly and accurately with clients supervisors and co-workers and target audiences within a typographic context**
     Potential Elements of the Performance:

     • Demonstrate an ability to document and cite sources for information on a project
     • Demonstrate an ability to clearly communicate the intent of a typographic project in the form of a design statement
     • Demonstrate an ability to justify and support design decisions with typography

4.   **Apply effective business practices and project management skills appropriate to the position of a typographic designer**
     Potential Elements of the Performance:

     • Demonstrate an ability to effectively manage time in the classroom and meet project deadlines
     • Demonstrate the ability to professionally and cleanly present work and projects in an organized and easy to follow manner

5.   **Develop personal and professional strategies and plans to improve typographic skills and sensitivities**
     <u>Potential Elements of the Performance</u>:

   - Demonstrate the ability to verbally communicate constructive criticism to other classmates during critique
   - Demonstrate the ability to conduct a positive self analysis of work in progress
   - Demonstrate the ability to accept constructive criticism and employ suggestions for improving final projects

III.   TOPICS:

1. Typographic history
2. Typographic anatomy
3. Typographic Syntax and communicating concepts
4. Legibility and readability
5. Gridforms-standard, radial, axial, concentric, etc
6. Function and expression with typography

IV.   REQUIRED RESOURCES/TEXTS/MATERIALS:

Required text: Typographic Design: Form and Communication Fith Edition by Carter , Day, Meggs ISBN 0-471-38341-4
Suggested reading A Typographic Workbook, A primer of history, techniques and artistry by Kate Clair The Mac is Not a Typewriter, Second edition by Robin Williams ISBN 0-201-78263 Designing With Type - A Basic Course in Typography by James Craig. 4th edition**:**

V.   EVALUATION PROCESS/GRADING SYSTEM:
Assignments = 100% of final grade
Final evaluation for this course will be a letter grade as outlined below.
Assignments will be weighted equally and will constitute 100% of the student's
final grade. **A missing assignment is equivalent to course objectives not
achieved which results in an "F" (fail) grade for the course.**

The following semester grades will be assigned to students:

Grade	Definition	Grade Point Equivalent
A+	90 – 100%	4.00
A	80 – 89%	
B	70 - 79%	3.00
C	60 - 69%	2.00
D	50 – 59%	1.00
F (Fail)	49% and below	0.00
CR (Credit)	Credit for diploma requirements has been awarded.	
S	Satisfactory achievement in field /clinical placement or non-graded subject area.	
U	Unsatisfactory achievement in field/clinical placement or non-graded subject area.	
X	A temporary grade limited to situations with extenuating circumstances giving a student additional time to complete the requirements for a course.	
NR	Grade not reported to Registrar's office.	
W	Student has withdrawn from the course without academic penalty.	

Attendance:
Significant learning takes place in the classroom setting through an interactive learning
approach; therefore students are expected to attend all classes and inform the instructor
of an anticipated absence. Attendance is mandatory for this course to ensure the course
requirements and objectives are met. A total absence of 3 classes for the semester will
be tolerated. After 3 absences penalties will take effect, an additional 10% will be
deducted from the final grade for this course per class missed and %5 deduction for
lates.
i.e. 4 classes missed = 10% deduction form final grade
4 classes missed and 1 late = 15% deduction from final grade

DEDUCTIONS – LATES AND FAILS

All assignments must be submitted to minimum D level to achieve credit for this course

Lates:
An assignment is considered late if it is not submitted at the time and date specified by the instructor. The maximum grade a late assignment will be assessed is a C (65%) grade.
If an assignment deadline is missed the student MUST immediately negotiate a new deadline with the instructor. If a renegotiated deadline is missed the maximum allowable grade is 50% D when the assignment is submitted for evaluation.
A late assignment which is not executed to a minimum D (satisfactory) level will be assigned a fail grade with additional penalties outlined below.

Fail:
A fail grade (F) is assessed to an assignment which has not been executed to a minimum satisfactory "D" grade level or in which the directions have not been followed correctly.
Upon achieving a Fail(F) grade (below 50%) the student must meet with the instructor **immediately** to negotiate a revised deadline. The assignment must be redone to passing standard by the new deadline to achieve credit for the assignment.
Maximum grade for a failed assignment is "C" (65%)
If failed assignments are not submitted by the negotiated deadline the late penalty policy will apply.

Resubmission policy
Any assignment completed during this course may be submitted for re-evaluation if the following criteria are met by the student.

- an assignment that was initially submitted past the initial assigned deadline will not be eligible for re-evaluation.
- an assignment that initially achieved a fail grade must be resubmitted to achieve minimum project standards and will receive a maximum C grade as indicated under the section for Lates and Fails in this outline.
- the resubmitted project must be accompanied by the original project and the original evaluation provided by the professor
- assignments may be resubmitted at any time during the semester. The final date for last resubmissions will be announced by the professor during class and usually are no later than two weeks prior to the end of the semester.
- Resubmitted assignments must identify the project and class, and be clearly marked "RESUBMISSION" when submitted
- it must be understood that resubmitted assignments are usually marked with greater scrutiny than first submissions to take into consideration the learning experiences, practice, and achievement of learning outcomes achieved by the student during later sessions in the semester.
- When comparing the original submission grade and the resubmission grade the student will receive benefit of the higher grade
- Assignments will not be accepted for resubmission to include preliminary studies. Preliminary studies should be completed before the commencement of work on final comprehensives and as such will only be considered for evaluation on or before the original submission. Assignments resubmitted to include preliminaries must be completely re-done and have a new creative direction for evaluation.

Preliminary Studies:
All assignments require preliminary or intermediate steps such as thumbnails, roughs, and preliminary comprehensive layouts.
These intermediate steps are evaluated according to criteria established by the instructor and submitted according to established timelines. The final grade for each assignment will be an average of the grade achieved for all stages of the assignment. This reinforces the importance of the preliminary stages of each project.

Homework:
This is a four credit course delivered in a 3 hour supervised format. It is expected that a minimum of one-hour homework be done each week.

Course Expectations:
Significant learning takes place in the classroom through an interactive learning approach; therefore, students are expected to attend all classes and to inform the instructor of an anticipated absence.

Reclaiming and Retaining Past Assignments
For the development of student portfolios it is important that ALL past assignment work be reclaimed and retained by the student.
It is the students, responsibility to reclaim assignments after they have been assessed. Marked assignments will be returned by faculty during classroom sessions. If a student is absent on the day that work is returned the work will be held by faculty for a minimum of three weeks from the return date after which, due to a shortage of storage space, the work may be discarded

VII.   COURSE OUTLINE ADDENDUM:

Available on the Student Portal